

MasterVision DQ is the data quality module from DataSalon that offers complete analysis and reporting on the quality of your customer data, as well as tools to cleanse and enhance your data both within MasterVision and at source.

Use MasterVision DQ to:

Gain Visibility

Analyse multiple data sources at once for validity, completeness, frequency, recency and more.

Take Action

Add auto-cleansing rules and data enhancements into your MasterVision site, and feed back all known issues to cleanse data at source.

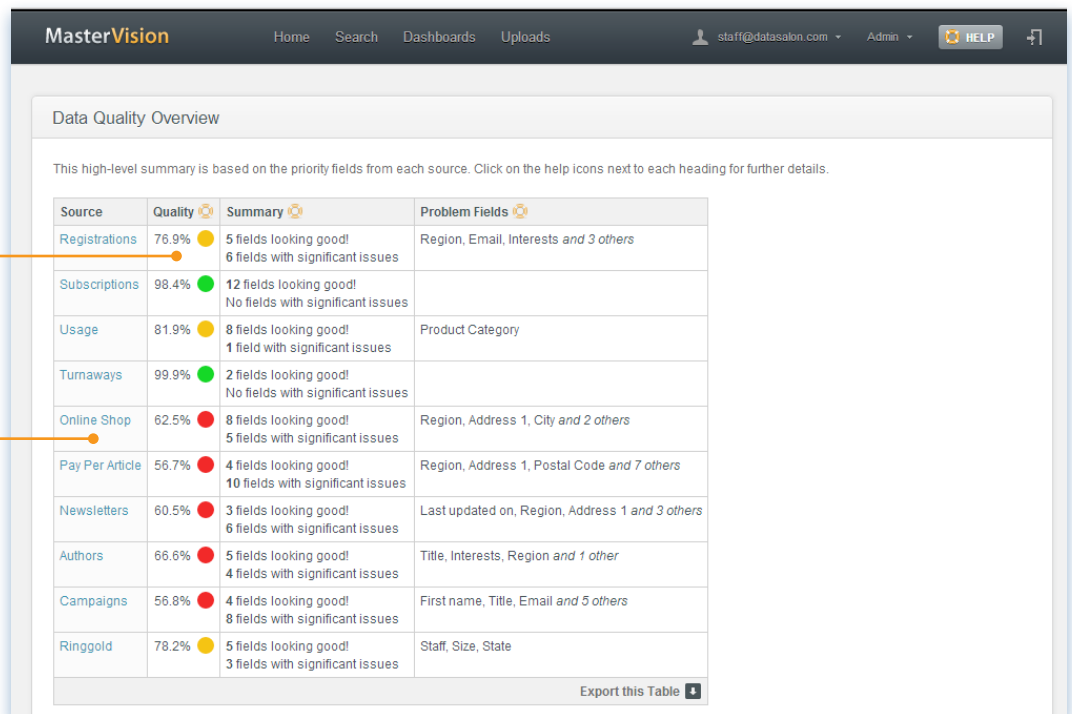
Track Progress

Monthly audits with trend tracking reports, and an annual executive summary.

Easy to understand traffic light indicators and scores for every source and field

Drill down to detailed reports quickly

Every data source analysed monthly



The screenshot shows the MasterVision Data Quality Overview dashboard. It features a navigation bar with 'Home', 'Search', 'Dashboards', and 'Uploads'. The main content area is titled 'Data Quality Overview' and includes a summary paragraph: 'This high-level summary is based on the priority fields from each source. Click on the help icons next to each heading for further details.' Below this is a table with columns for Source, Quality, Summary, and Problem Fields. The table lists various data sources with their respective quality percentages and issue counts.

Source	Quality	Summary	Problem Fields
Registrations	76.9%	5 fields looking good! 6 fields with significant issues	Region, Email, Interests and 3 others
Subscriptions	98.4%	12 fields looking good! No fields with significant issues	
Usage	81.9%	8 fields looking good! 1 field with significant issues	Product Category
Turnaways	99.9%	2 fields looking good! No fields with significant issues	
Online Shop	62.5%	8 fields looking good! 5 fields with significant issues	Region, Address 1, City and 2 others
Pay Per Article	56.7%	4 fields looking good! 10 fields with significant issues	Region, Address 1, Postal Code and 7 others
Newsletters	60.5%	3 fields looking good! 6 fields with significant issues	Last updated on, Region, Address 1 and 3 others
Authors	66.6%	5 fields looking good! 4 fields with significant issues	Title, Interests, Region and 1 other
Campaigns	56.8%	4 fields looking good! 8 fields with significant issues	First name, Title, Email and 5 others
Ringgold	78.2%	5 fields looking good! 3 fields with significant issues	Staff, Size, State

A focus on data quality will enhance many aspects of your business including:

- Improved customer services and communications
- Higher ROI on sales and marketing campaigns via better targeting
- More reliable strategic reporting based on trusted data
- Overall staff efficiencies in time savings and improved data management

Why use MasterVision DQ?

- Benefit from DataSalon's years of experience with **scholarly publishing data**
- **No IT or staff resource required** – let DataSalon do the work for you
- **Efficient reporting and cleansing** of multiple data sources at once
- Fully integrated with MasterVision for the same **easy-to-use interface**

The screenshot shows the MasterVision interface with a 'Subscriptions' report. The main table lists various fields with their quality percentages, blank, invalid, and suspect counts. Two pop-up windows are overlaid: one showing a list of email addresses with counts, and another showing 'Analysis by Recency' and 'Analysis by Calendar Year' bar charts.

Field Name	Field Info	Quality	Blank	Invalid	Suspect
PRIORITY FIELDS					
Start date	43,305 populated (99.9%) Date Range Report	99.9%	1 blank		
Title	43,304 populated (99.9%) 8 unique values	99.9%	2 blank		6 suspect
First name	43,301 populated (99.9%) 13,569 unique values	99.2%	5 blank	39 corrupted	303 suspect
Last name	43,277 populated (99.9%) 17,304 unique values	99.7%	29 blank	64 corrupted	32 suspect
Email	39,530 populated (91.3%) 29,646 unique values	90.7%	3,776 blank	4 corrupted 185 invalid	55 suspect
Address 1	43,225 populated (99.8%) 32,195 unique values	98.9%	81 blank	167 corrupted	49 suspect 194 org name?
City	42,640 populated (98.5%) 5,168 unique values	98.3%	666 blank	63 corrupted	
Postal Code	42,506 populated (98.2%)	95.7%	800 blank	2 corrupted	
Region				11d (UK) 1d (USA)	

Analysis by Recency

Recency	Count
In the last year	4,359
1-2 years ago	3,604
2-3 years ago	6,352
3-4 years ago	2,072
4-5 years ago	5,925
>5 years ago	20,993

Analysis by Calendar Year

Year	Count
2013	2,421
2012	3,986
2011	3,104
2010	4,804
2009	2,072
2008	5,925
2007	5,016
2006	7,946
2005	8,031

Email Address Analysis

Value	Count
a@gmail.com	1
aa@gmail.com	1
aaa@gres.dk	1
b@365.org.uk	1
bb@yahoo.com	1
cc@hotmail.com	1
dd@hotmail.com	1
jj@yahoo.com	1
m@hotmail.co.uk	1
r@googlemail.com	1
test11@test.com	1
test1234@test.com	1
test15@test.com	1
test99@test.com	1
test999@test.com	1

Detailed reporting at data source level

Check for invalid values, common mis-spellings, blank values, suspect data, outdated records, date or numeric ranges

Click through to see and export invalid or suspect data

“ BMJ are committed to investing in the quality of our data as an important asset for the entire organisation. Addressing data quality via MasterVision provides us with an excellent, cost effective way to audit the current state of our data and to help us decide where we target our resources to drive data quality up. ”

David Hutcheson, Marketing Analysis & Reporting Manager, BMJ